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## Meta Ads Industry Performance Insights Report

This report offers a unified overview of multi-platform advertising performance, capturing engagement behavior, demographic trends, conversion efficiency, and ad-type effectiveness. The analysis aims to provide actionable strategies for improving return on ad spend (ROAS) across channels.

### 1. KPI Metrics (Cross-Platform Summary)

- Facebook Impressions: 216K | Instagram Impressions: 123.8K — Combined total visibility exceeding 339K impressions across both platforms.
- Facebook Clicks: 25.4K | Instagram Clicks: 14.7K — Combined user interaction count of approximately 40K clicks.
- Facebook Engagements: 29K | Instagram Engagements: 16.8K — Total cross-platform engagement nearing 46K actions.
- CTR: Facebook 11.76% | Instagram 11.9% — Both significantly outperforming the 1-2% industry average.
- Engagement Rate: Facebook 13.56% | Instagram 13.6% — Reflects consistently engaging content across formats.
- Conversion Rate: Facebook 5.21% | Instagram 4.82% — Combined conversion rate averaging 5.0%, indicating robust performance.
- Purchase Rate: Facebook 0.61% | Instagram 0.6% — Suggests a shared need to enhance post-click conversions.
- Total Budget: 2.5M — Aggregate investment across campaigns.
- Avg. Budget per Campaign: 50.7K — Balanced allocation across multiple ad sets.

Insight: Collectively, Meta Ads campaigns exhibit high engagement efficiency and strong visibility, with CTRs well above benchmark levels. However, conversion and purchase rates highlight opportunities to refine lower-funnel efficiency. Cross-platform consistency suggests an effective top-of-funnel strategy but signals potential friction in the checkout and retargeting phases.

### 2. Audience Engagement Breakdown

- Facebook Female Engagement: 43% | Instagram Female Engagement: 37% — Women remain the primary engagement driver across platforms.
- Facebook Male Engagement: 22% | Instagram Male Engagement: 36% — Balanced participation, indicating platform-specific gender behavior.
- Other/Not Specified: 26-35% — Diverse participation patterns consistent with inclusive targeting.
- Peak Age Group: 18-30 years — Dominant engagement and conversion demographic across both platforms.

Insight: Younger audiences, especially women aged 18-30, continue to dominate engagement performance across both Facebook and Instagram. Facebook demonstrates stronger female participation, while Instagram shows more balanced gender distribution. Lifestyle, emotional, and aspirational creative narratives drive higher engagement rates, emphasizing the importance of

relatable storytelling. Engagement peaks over weekends and mid-week evenings, aligning with leisure browsing trends.

### **3. Geographic Performance Overview**

- Top Markets: India, US, Brazil, Germany, and UK — Shared high-performance regions across platforms.
- Engagement Leaders: India and US — Large-scale audience bases and high ad interaction potential.
- Conversion Hotspots: Germany and UK — Higher purchasing power and stronger lead-to-sale efficiency.
- Emerging Markets: Brazil and Southeast Asia — Growing engagement potential with moderate conversion rates.

Insight: Both Facebook and Instagram show overlapping high-performing geographies. India and the US should remain primary targets for scale, while UK and Germany should be prioritized for high-value conversions. Regional creative localization and time-zone-based scheduling can further optimize impact.

### **4. Temporal and Behavioral Trends**

- Weekly Engagement: Consistent performance across both platforms with peak interactions mid-week (Wednesday–Friday).
- Hourly Engagement: Strongest activity between 5 PM and 9 PM — optimal for ad scheduling.
- Seasonal Variations: Slight uplift during holidays and weekends due to leisure-driven consumption.

Insight: Cross-platform data confirms that engagement behavior aligns with daily leisure patterns. Mid-week, evening-focused campaigns maximize exposure and click activity. Implementing automated delivery scheduling to capitalize on these windows can increase cost efficiency.

### **5. Ad Format Performance**

- Carousel Ads: Avg. CTR 11.75%, Conversion 4.9%, Engagement 13.4%.
- Image Ads: Avg. CTR 11.7%, Conversion 4.75%, Engagement 13.5%.
- Stories Ads: Avg. CTR 11.85%, Conversion 5.0%, Engagement 13.6%.
- Video Ads: Avg. CTR 12.0%, Conversion 5.05%, Engagement 13.7%.

Insight: Video and Story formats consistently outperform static creatives, offering the highest engagement and conversion rates. Carousel and image formats remain efficient for awareness campaigns but deliver lower conversion follow-through. Incorporating short-form video storytelling and retargeting-driven creatives enhances ROI.

### **6. Strategic Insights & Industry Recommendations**

1. Prioritize cross-platform video and story content — proven to yield the highest engagement and conversion.
2. Strengthen lower-funnel mechanics with frictionless landing page design, fast-loading pages, and simplified checkout processes.

3. Implement unified audience segmentation using Meta's Advantage+ and Custom Audience tools for cross-channel retargeting.
4. Optimize scheduling for peak engagement windows (5 PM–9 PM, mid-week) to maximize ad efficiency.
5. Maintain dynamic budget reallocation — focusing awareness spend in India/US and conversion spend in Germany/UK.
6. Design creatives that emphasize inclusivity, emotional resonance, and local cultural cues.
7. Utilize continuous A/B testing of ad copy, CTA phrasing, and visual tone to adapt to platform-specific audience behavior.
8. Leverage AI-based predictive analytics to anticipate audience engagement drops and trigger automated optimization.